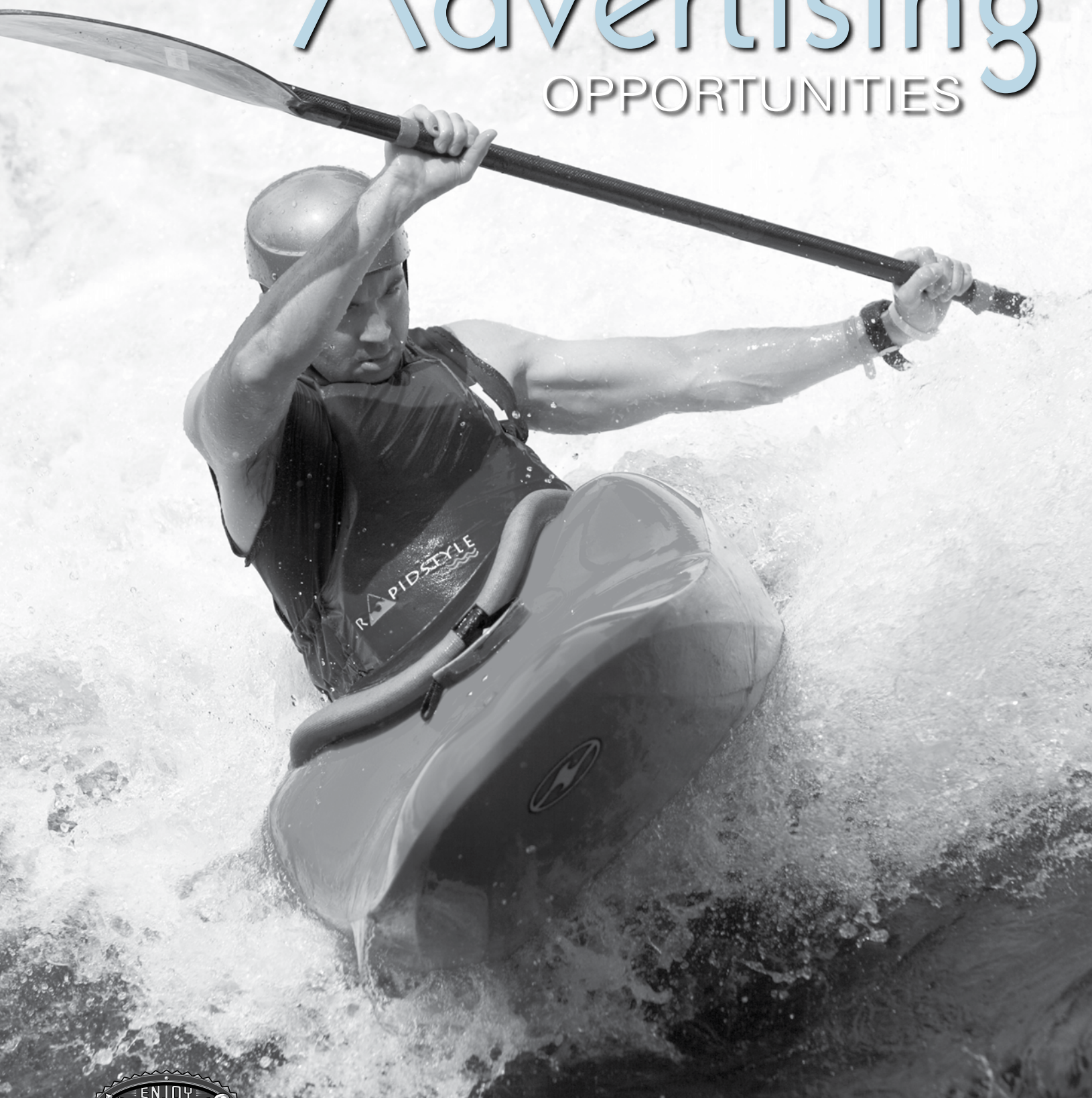


# Advertising OPPORTUNITIES



# DEAR Tourism PARTNERS,

Thank you for your consideration of the 2006 Indiana Office of Tourism Development Cooperative Advertising Program. The goal of our co-op advertising program is to **provide assistance** to Indiana attractions and businesses in media planning and placement through **research, placement, and subsidy**. The Indiana Office of Tourism Development builds the cooperative advertising program by examining industry research to determine markets, mediums, and placement dates.

The 2006 co-op advertising offers are subsidized by Indiana State Tourism. The fees for offered media programs are subsidized at **15 to 25 percent**. Indiana State Tourism receives additional discounts due to the amount of media purchased.

An additional goal of the 2006 co-op program is to offer advertisers the opportunity to **layer advertising messages** within specific markets. To assist in the media planning process, included in our sales materials is a media offer breakdown, both by market and by month.

For additional information on the 2006 Indiana Office of Tourism Development Cooperative Advertising Program and to place media, **please contact your Regional Marketing Manager**. A contact list of Regional Marketing Managers appears at the end of the cooperative media sales materials.

Thanks for your support. I look forward to working with you to market Indiana's tourism industry.

Best regards,

Amy Vaughan  
Director  
Indiana Office of Tourism Development

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# COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE

## AAA Home & Away – Cincinnati

AAA Home & Away magazine, a part of the Midwest Magazine Network, is published for American Automobile Association members. It features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

**Published:** Bi-monthly

**Circulation:** 237,000

**Reader Profile:** Median age 53, Median HHI \$44,218, College degree+ 48.9%, Male 50%/Female 50%, Professional/Manager 49.2%, Retired 38.4%

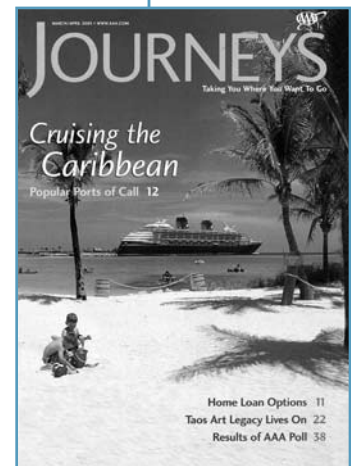
**Ad Size:** 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April 2006	November 14, 2005	6
May/June 2006	January 10, 2006	6
July/Aug. 2006	March 14, 2006	6
Sept./Oct. 2006	May 16, 2006	6

**Rate Card Cost 1/6 page:** \$1,549.55

**Indiana State Tourism Co-op Offer 1/6 page:** \$1,035.84

**Rate Card Savings:** 33 percent



## AAA Home & Away – Hoosier

AAA Home & Away magazine, a part of the Midwest Magazine Network, is published for American Automobile Association members. It features travel stories on U.S. and foreign destinations, consumer interest, consumer products, auto and recreation vehicles, safety, camping, retirement vacations, and cruising, plus articles for today's people "on the go," including travel agency details and information.

**Published:** Bi-monthly

**Circulation:** 224,577

**Reader Profile:** Median age 54.8, Median HHI \$72,100, College degree+ 45.4%, Male 41%/Female 59%, Median value of residence \$135,900, Married 63.8%, Professional/Manager 50.6%, Take weekend trips 78.6%, Average vacation expenditures \$2,233

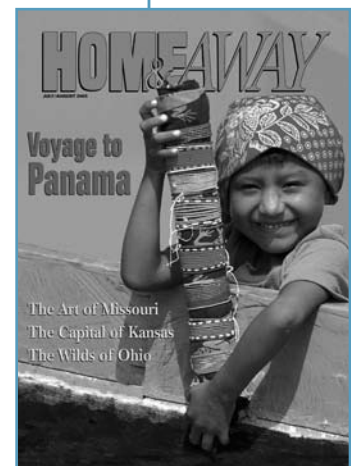
**Ad Size:** 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
March/April 2006	November 14, 2005	6
May/June 2006	January 10, 2006	12
July/Aug. 2006	March 14, 2006	6
Sept./Oct. 2006	May 16, 2006	6

**Rate Card Cost 1/6 page:** \$1,643.90

**Indiana State Tourism Co-op Offer 1/6 page:** \$1,035.84

**Rate Card Savings:** 37 percent



Space available on a first come, first served basis.

# COOPERATIVE ADVERTISING OPPORTUNITIES: MAGAZINE

## Midwest Living

Midwest Living is a regional service magazine that celebrates the interests, values, and lifestyles of Midwestern families. It provides region-specific information on travel and events, food and dining, and home and garden.

**Published:** Bi-monthly

**Circulation:** 925,000

**Reader Profile:** Median age 49, Median HHI \$65,795, Male 23%/Female 77%, Children in HH 49.9%, Attended/graduated college 65%, Home ownership 84%

**Ad Size:** 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June 2006	January 10, 2006	6
Sept./Oct. 2006	May 16, 2006	6

**Rate Card Cost 1/6 page:** \$13,226.85

**Indiana State Tourism Co-op Offer 1/6 page:** \$5,143.49

**Rate Card Savings:** 61 percent



## Arthur Frommer's Budget Travel

Arthur Frommer's Budget Travel magazine is a national consumer magazine offering practical, service-oriented coverage of domestic and international vacations.

The May issue will be a regional special section specifically for the Midwest. It will promote the Midwest as a travel destination—from sophisticated cities to friendly small towns and the Great Lakes. The Midwest Special Section will be a guide for readers as they decide where to go, where to stay, what to see, and where to dine.

**Published:** Monthly

**Circulation:** 112,000

**Reader Profile:** Median age 47.6, Median HHI \$59,667, College degree 42.5%, 18.6% have spent 9+ nights on a domestic trip in the last 12 months, 20.8% spent \$1,500 on domestic trips in the last 12 months

**Ad Size:** 1/6 page full color (2.187" x 4.125")

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May 2006	January 10, 2006	6

**Rate Card Cost 1/6 page:** \$2,522.80

**Indiana State Tourism Co-op Offer 1/6 page:** \$1,235.33

**Rate Card Savings:** 51 percent



Space available on a first come, first served basis.



# COOPERATIVE ADVERTISING OPPORTUNITIES: RADIO

## Indianapolis

Cooperative radio in Indianapolis will include the top 3-4 stations based on the most recent ratings book at the time of the buy.

**Demographic:** Primary-Adults 25-54; Secondary-Women 25-54

**Coverage:** Indianapolis metro area

**Unit Size:** One week, 15-30 spots per week based on reach and frequency by station. Station – 100 gross rating points.

### FLIGHT

Week of March 13

Week of March 20

Week of June 12

Week of June 19

### COPY DEADLINE

January 10, 2006

January 10, 2006

April 11, 2006

April 11, 2006

**Cost:** Benefit will be 25 percent buy-down from Indiana State Tourism off total cost and any added value that is secured at time of placement. Total actual cost will be determined at time of placement based on negotiations with stations. Added value will vary based on station and market.

## Louisville

Cooperative radio in Louisville will include the top 3-4 stations based on the most recent ratings book at the time of the buy.

**Demographic:** Primary-Adults 25-54; Secondary-Women 25-54

**Coverage:** Louisville metro area

**Unit Size:** One week, 15-30 spots per week based on reach and frequency by station. Station – 100 gross rating points.

### FLIGHT

Week of March 13

Week of March 20

Week of June 12

Week of June 19

### COPY DEADLINE

January 10, 2006

January 10, 2006

April 11, 2006

April 11, 2006

**Cost:** Benefit will be 25 percent buy-down from Indiana State Tourism off total cost and any added value that is secured at time of placement. Total actual cost will be determined at time of placement based on negotiations with stations. Added value will vary based on station and market.



Spots available on a first come, first served basis.

# COOPERATIVE ADVERTISING OPPORTUNITIES: RADIO

## Grand Rapids

Cooperative radio in Grand Rapids will include the top 3-4 stations based on the most recent ratings book at the time of the buy.

**Demographic:** Primary-Adults 25-54; Secondary-Women 25-54

**Coverage:** Grand Rapids metro area

**Unit Size:** One week, 15-30 per week based on reach and frequency by station

### FLIGHT

Week of March 13

Week of March 20

### COPY DEADLINES

January 10, 2006

January 10, 2006

**Cost:** Benefit will be 25 percent buy-down from Indiana State Tourism off total cost and any added value that is secured at time of placement. Total actual cost will be determined at time of placement based on negotiations with stations. Added value will vary based on station and market.

## Cincinnati

Cooperative radio in Cincinnati will include the top 3-4 stations based on the most recent ratings book at the time of the buy.

**Demographic:** Primary-Adults 25-54; Secondary-Women 25-54

**Coverage:** Cincinnati metro area

**Approx # of Spots:** One week, 15-30 per week based on reach and frequency by station

### FLIGHT

Week of March 13

Week of March 20

Week of June 12

Week of June 19

### COPY DEADLINE

January 10, 2006

January 10, 2006

April 11, 2006

April 11, 2006

**Cost:** Benefit will be 25 percent buy-down from Indiana State Tourism off total cost and any added value that is secured at time of placement. Total actual cost will be determined at time of placement based on negotiations with stations. Added value will vary based on station and market.



Spots available on a first come, first served basis.

## EnjoyIndiana.com

EnjoyIndiana.com is the official consumer Web site of the Indiana Office of Tourism Development. The newly renovated Web site is designed with contemporary, consumer-friendly features, including seasonal trip ideas, a functional state locator map, and the Interactive Travel Guide search feature that retrieves information on statewide attractions, lodging, camping, dining, festivals, getaway package deals, information centers, and more.

During the period January-June 2005, EnjoyIndiana.com received an average 616,225 total page views per month.

## ENJOYINDIANA.COM HOMEPAGE EDITORIAL

For one calendar month in 2006, editorial can be featured prominently on the homepage of EnjoyIndiana.com with photographs, logo, a substantial editorial story, and a Web site click-through.

- Homepage editorials provide a month-long sustained presence of your complete story.
- During the period January-June 2005, the EnjoyIndiana.com homepage received an average of 162,937 page views per month.
- Discounts are available for "off-peak" months, including January and February.
- Only one homepage editorial is available each month. The month is reserved on a first come, first served basis.

MONTH	MATERIALS DEADLINE
January	November 14, 2005
February	December 6, 2005
March	January 10, 2006
April	February 14, 2006
May	March 14, 2006
June	April 11, 2006
July	May 16, 2006
August	June 13, 2006
September	July 18, 2006
October	August 15, 2006
November	September 12, 2006
December	October 10, 2006

Rate per month peak \$3,800

Rate per month off-peak \$3,000

Homepage editorial advertisers can supply one or more logos, up to two images, up to 300 words of copy, and the advertiser Web site address.

No more than 50 words of copy and two images (or one image and one logo) will be included in the homepage editorial box. Additional words of copy, images, and logos will be placed on the second full page of editorial.

**PLEASE NOTE:** Only one homepage editorial is available each month.



Space available on a first come, first served basis.



## ENJOYINDIANA.COM CONTEST

For one calendar month in 2006, contests can be included on EnjoyIndiana.com. The contest section will describe prize giveaways and contest details, featuring a logo, photo, and Web site address. Consumers click-through to the contest entry blank and submit lead information. Contest entries will be collected and provided as a lead database by the Indiana Office of Tourism Development at the end of the contest month. The winner(s) will be randomly selected and designated at the end of the contest.

- Contests are lead-generating.
- During the period of January through June 2005, month-long EnjoyIndiana.com contests received an average of 2,536 leads via contest entries. The percentage of contest hits that converted to leads was 31.60 percent.
- There is a discount for "off-peak" months. "Off-peak" months are January and February.
- There are three contests available each month. Placement order of the contests is determined on a first come, first served basis.

### MONTH

January

February

March

April

May

June

July

August

September

October

November

December

### MATERIALS DEADLINE

November 14, 2005

December 6, 2005

January 10, 2006

February 14, 2006

March 14, 2006

April 11, 2006

May 16, 2006

June 13, 2006

July 18, 2006

August 15, 2006

September 12, 2006

October 10, 2006

Rate per month peak \$2,550

Rate per month off-peak \$2,000

Contest advertisers supply one logo, up to two images, 50-100 words of copy that describe the contest prize details, and the advertiser Web site address. The contest prize details must include black-out dates, disclaimers, and the dollar value of the prize.

### Contest requirements

- Minimum value of contest must be \$100. Complimentary services should not be included as part of contest value.
- Prize must allow for weekend availability.
- Prize must be fulfilled (sent to winner) within seven days of winner notification.
- Winners must have at least four months to redeem prize after winner is sent voucher(s).
- You may have as many winners as you wish but must have at least one winner.

**PLEASE NOTE:** Only three contests are available each month.



Space available on a first come, first served basis.

## ENJOYINDIANA.COM BROCHURE AD

Brochures can be featured in the Travel Brochure section of EnjoyIndiana.com throughout 2006. A brochure's presence on EnjoyIndiana.com generates brochure order leads. Leads are sent every week via e-mail. Brochure ads will also appear alongside Interactive Travel Guide listings on EnjoyIndiana.com, if applicable. Allow three weeks for brochure ads to go live on EnjoyIndiana.com. Contact the appropriate Regional Marketing Manager and submit the 2006 EnjoyIndiana.com brochure ad contract to participate.

EnjoyIndiana.com brochure ads are available to purchase anytime throughout 2006.

Rate per year	\$1,450
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## ENJOYINDIANA.COM INTERACTIVE TRAVEL GUIDE LISTING

Interactive Travel Guide listings advertise attractions, festivals, campgrounds, lodging facilities, recreation establishments, information centers, shops, or restaurants on EnjoyIndiana.com throughout 2006. Information will include a description, phone number, and Web site address. The Interactive Travel Guide is the most popular area of EnjoyIndiana.com due to its ability to search and map specific information for travelers. Allow three weeks for listings to go live on EnjoyIndiana.com. Contact the appropriate Regional Marketing Manager and submit the 2006 EnjoyIndiana.com Interactive Travel Guide listing contract to participate.

Please use appropriate order forms: Accommodation Listings Form for lodging or camping and Attraction Listings Form for listings and festivals.

EnjoyIndiana.com Interactive Travel Guide listings are available to purchase anytime throughout 2006.

Rate per year	\$150
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## FREE FESTIVAL LISTINGS

Visit IN.gov/tourism or fill out the 2006 EnjoyIndiana.com free Festival Listing Form to submit festival or event listings to appear in the Interactive Travel Guide on EnjoyIndiana.com throughout 2006. Allow three weeks for listings to go live on EnjoyIndiana.com.

**PLEASE NOTE:** A festival description is not included in the free festival listing. If interested in including a festival description, please contact the appropriate Regional Marketing Manager about purchasing the Interactive Travel Guide listing option that is detailed above.

Free EnjoyIndiana.com festival listings are available to submit anytime throughout 2006.

Rate	Free
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## FREE TRAVEL DISCOUNT LISTINGS (getaway packages and travel coupons)

Visit IN.gov/tourism or fill out the 2006 EnjoyIndiana.com Getaway Package Form or 2006 EnjoyIndiana.com Travel Coupon Form to submit a getaway package or travel coupon to appear in the Interactive Travel Guide on EnjoyIndiana.com throughout 2006. Allow three weeks listings to go live on EnjoyIndiana.com.

Free EnjoyIndiana.com travel discount listings are available to submit anytime throughout 2006.

Rate	Free
------	------



Space available on a first come, first served basis.

## MAGAZINE/NEWSPAPER ARTWORK REQUIREMENTS

### MATERIAL CHECKLIST:

- Laser proof or color copy proof
- Reader service form
- Label on disk with name and phone
- Submit full color files for magazine or grayscale files for newspaper

### DISK REQUIREMENTS

- Mac platform disks and files only. Zip disks, CDs, or e-mailed files are accepted.
- Pagemaker files cannot be accepted.
- Acceptable formats: Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) PREFERRED. Adobe InDesign (2.0 or higher) is not a recommended format, but will be accepted.
- All fonts (printer and screen) and graphics must be included with the file. Even for PDFs with embedded images and fonts, please include all printer and screen fonts on the disk.
- Must include a laser or color copy proof with electronic file.
- Adobe Photoshop (4.0 or higher) is not a recommended format, but it is accepted. Resolution on all Photoshop files must be 400 dpi minimum for cmyk or grayscale images, and 800 dpi minimum for bitmap images.
- Format of all Photoshop and Illustrator files must be either TIF or EPS.
- JPG files are not accepted.

## BROCHURE ARTWORK REQUIREMENTS

### MATERIAL CHECKLIST:

- Brochure art
- Ad copy
- Reader service form

### DISK REQUIREMENTS

Printed brochure, 35 mm slide of brochure cover art, or Mac-formatted disk of brochure art with color proof will be accepted.

- Adobe Illustrator (6.0 or higher) and Acrobat PDFs (5.0 or higher) – PREFERRED. Mac platform only, include all fonts (and art if applicable).
- Adobe InDesign (2.0 or higher) – NOT RECOMMENDED. Mac platform only, include all fonts and art.
- Adobe Photoshop EPS or TIF (4.0 or higher) – NOT RECOMMENDED (800 dpi minimum resolution for bitmap images – logo only; or 400 dpi minimum resolution for cmyk or grayscale images.)



# ONLINE ADVERTISING OPPORTUNITIES: ARTWORK REQUIREMENTS

## HOMEPAGE EDITORIAL MATERIAL CHECKLIST

To submit homepage editorial materials, please e-mail the appropriate Regional Marketing Manager the following:

- One or more logos – send each as an e-mail attachment (JPG, TIF, GIF, EPS, PDF)
- Up to two images – send each as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 50 words of copy for the homepage box
- Up to 250 words of copy for second page
- Web site address – write Web site address in the body of the e-mail

## CONTEST MATERIAL CHECKLIST

To submit contest materials, please e-mail the appropriate Regional Marketing Manager the following:

- One logo – send as an e-mail attachment (JPG, TIF, GIF, EPS, PDF)
- Up to two images – send as an e-mail attachment (PDF, JPG, GIF, EPS – minimum 72 dpi)
- 50-100 words of copy
- Web site address – write Web site address in the body of the e-mail
- The number of winners to be selected at the end of the contest – provide the number of winner prizes that will be given away at the end of the contest
- The e-mail address to receive all of the entries (leads) at the end of the contest

**PLEASE NOTE:** For brochure and Interactive Travel Guide listing submission guidelines, request forms from the appropriate Regional Marketing Manager.

For free online listings, please visit [IN.gov/tourism](http://IN.gov/tourism).





# 2006 COOPERATIVE ADVERTISING OPPORTUNITIES

Tourism Media Plan 2006	January				February				March				April				May				June				July				August				September				October				November				December						
	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18
Indianapolis																																																			
Radio																																																			
AAA Home & Away (Indianapolis)																																																			
Indianapolis Star Brochure																																																			
Cincinnati																																																			
Radio																																																			
AAA Journeys (Cincinnati)																																																			
Louisville																																																			
Radio																																																			
Grand Rapids																																																			
Radio																																																			
Regional																																																			
Midwest Living																																																			
Budget Travel																																																			



# REGIONAL MARKETING MANAGERS: CONTACT INFORMATION

## North

**Dan Bearss**  
110 W. Waterford St.  
Wakarusa, IN 46573  
P: 574-862-2275  
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dbearss@verizon.net

## East

**Kelleen Larkey**  
5607 E. 1000 S-92  
Roanoke, IN 46783  
P: 260-396-2619  
F: 260-396-2375  
larkey@fwi.com

## Central

**Maria Bond**  
9801 Fall Creek Road, Suite 127  
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P: 317-336-7481  
F: 317-336-7502  
maria@insightbb.com

## West

**Rhonda Jones**  
PO Box 4594  
Lafayette, IN 47903  
P: 765-429-0434  
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rhondawjones@verizon.net

## South Central

**Jocelyn Vare**  
13873 Carolina Ct.  
Fishers, IN 46038  
P: 317-770-8183  
F: 317-770-8184  
rmm@propellermktg.com

## South

**Debbe Jones**  
4614 S. Echo Lake Circle  
Cannelton, IN 47520  
P: 812-547-6860  
F: 812-547-5513  
debj@psci.net

## Cooperative Radio Contact

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Space available on a first come, first served basis.